

Serial No. 09/532,755

PD-990193

REMARKS

The applicants have reviewed the advisory action dated April 1, 2008, and, in response, submit the foregoing amendments and the following remarks accompanying a request for continued examination. Claims 11-14, 18, and 19 have been amended and claims 65-67 have been added. No new matter has been added. Claims 1-10, 15, 20-25, 44, 47, 48, and 53-58 have been canceled and claims 26-43, 45, 46, 49-52, and 59-64 have been withdrawn from consideration, leaving claims 11-14, 16-19 and 65-67 at issue in this application. The applicants respectfully submit that the claims at issue are in condition for allowance.

As an initial matter, for at least the reasons set forth in a previous response filed on January 24, 2007, the applicants maintain their traversal of the restriction requirement set forth in the official action of December 26, 2006. Accordingly, the applicants reserve their rights to petition the restriction requirement in this application.

In the official action of January 17, 2008, claims 11-14 and 16-19 were rejected as unpatentable over Zigmond et al. (US 6,698,020) in view of Knee et al. (US 2002/0095676) and Maissel et al. (WO 99/01984). As amended, independent claim 14 recites choosing a version of one of the plurality of advertisements from a plurality of versions associated with the one of the plurality of advertisements. Further, independent claim 14 recites presenting a set of advertisements based on similarity scores, wherein the set of advertisements includes the chosen version.

Neither Zigmond et al., Knee et al., nor Maissel describe a plurality of versions associated with an advertisement. Instead, the cited references discuss only one version of each advertisement. In contrast, independent claim 14 recites not only displaying a set of advertisements from a plurality of advertisements based on a similarity score, but also

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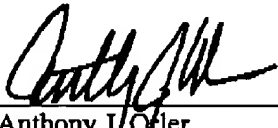
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choosing a version of an advertisement based on a similarity score. Because the cited references do not describe different versions of an advertisement, no combination of the cited art can support an obviousness rejection under 103(a). Thus, the applicants respectfully submit that the obviousness rejection of independent claim 14 must be withdrawn and that claims 11-14, 16-19 and 65-67 are in condition for allowance. If there are any remaining issues in this application, the examiner is invited to contact the undersigned attorney at the number listed below.

The Commissioner is hereby authorized to refund any overpayment and charge any deficiency in the amount enclosed or any additional fees which may be required during the pendency of this application under 37 CFR 1.16 or 1.17 to Deposit Account No. 50-0383.

Respectfully submitted,

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